2006–2007

Saskatchewan

Provincial Budget

Performance Plan

Saskatchewan Communications Network

2007-00019

Minister's Message

As Minister responsible for the Saskatchewan Communications Network (SCN), it is my pleasure to submit the Performance Plan for 2006-07 and beyond. This Performance Plan focuses on SCN's educational and cultural roles as a regional public broadcaster, contributor to economic development through the film and video industry, and facilitator of access to information and education services in remote and rural areas of Saskatchewan.

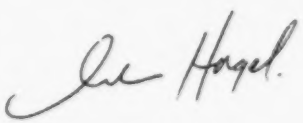
As a modern, regional storyteller, SCN continues the ancient traditions wherein the role of storyteller means sharing stories that are high in educational value, and conveying the history and culture of our community and its people. It means being teacher, entertainer and keeper of cultural values. We use satellite technology to deliver commercial free, educational programming regularly to over 250,000 viewers, distance education opportunities to about 3,000 learners in remote communities, and digital Internet connectivity to about 150 remote schools and libraries.

SCN pursues joint initiatives through strategic alliances to expand the broadcast network's regional content and to address issues of infrastructure sustainability. SCN will work with other provinces and the federal government to develop programs, policies and infrastructure that enable the film and television industry, and that respond to public demand for both regional programming and distance learning.

We use public forums, regional television series, and documentaries to address the current and topical issues of the day with a regional focus. For example, *Indecently Exposed*, a documentary used in partnership with CBC, focuses on issues of racism. Another example is *Ted's Story: Honouring Melissa*, a documentary used in partnership with SGI in a premiere screening with students and families at O'Neil High School to tell a story of drunk driving and the consequences of the choices made. In addition, a multi-year initiative in partnership with regional health providers and educators will focus on the myths and facts of substance abuse.

This year, SCN will continue use of its strategic alliances and available resources to support its role as the regional public education broadcaster. In this role, SCN will develop new regional programming and programming focusing on areas of public interest, such as First Nations, the green economy and literacy. Building on the highly acclaimed regional series developed for the Centennial, SCN will use emerging film producers from Saskatchewan to develop new series such as *Fifteen Minutes of Fame*. This series focuses on the communities and people of Saskatchewan in the same vein as the centennial series, *Centennial Homecoming Videos*.

I am committed to fulfilling the key goals, objectives and actions contained in our Performance Plan, and will report on SCN's progress to the people of Saskatchewan in the SCN Annual Report in July 2007.



Glenn Hagel
Minister Responsible for the
Saskatchewan Communications Network Corporation

Who We Are

The Saskatchewan Communications Network (SCN) operates as a Treasury Board Crown agency of the Government of Saskatchewan in accordance with *The Communications Network Corporation Act (1989)*. The SCN board of directors manages the business of the corporation and appoints the Chief Executive Officer. The board of directors of the corporation consists of not more than 11 persons appointed by the Lieutenant Governor in Council and is accountable to Cabinet. Additional governance and accountability is established through the Minister of Culture, Youth and Recreation who serves as the Minister Responsible for SCN.

The Canadian Radio-television and Telecommunications Commission (CRTC) licensed SCN as a non-commercial, English-language television network in 1991. The mandate of SCN is to undertake responsibilities as the regional, public broadcaster that delivers cultural, informational and educational programming and enables the regional film and television industry. To deliver on this mandate, SCN undertakes the following three functions that provide an integrated approach to SCN's service to clients:

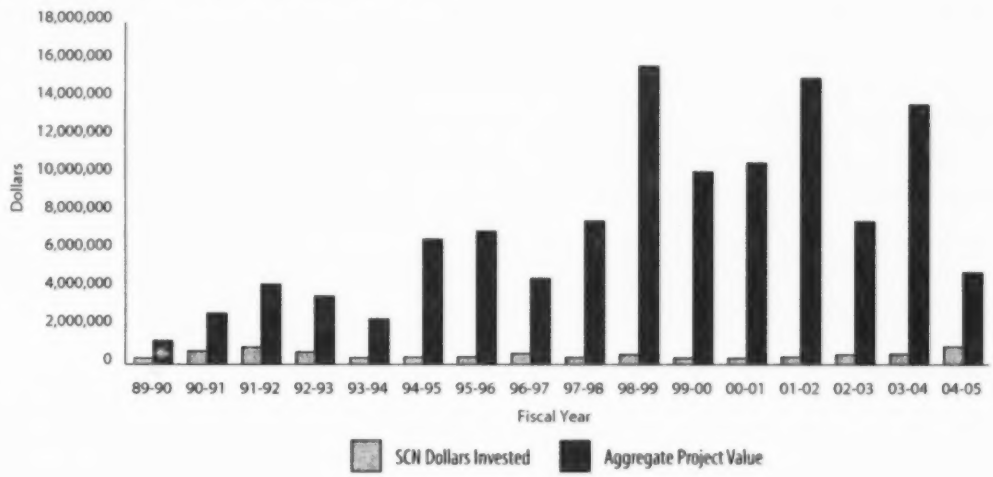
- Public Broadcast – SCN's Public Broadcast Network (PBN)
  SCN's broadcast schedule is unique as it reflects the rich culture and heritage of our region and supports Saskatchewan curricula.
- Distance Learning – SCN's E-Learning Network (ELN)
  SCN has the capability to distribute televised K-12, SIAST and university classes to over 200 locations across the province.
- Connectivity – SCN's Technology and Infrastructure Services
  SCN also provides satellite access to outside agencies, allowing learning opportunities that would not otherwise be available.

OPERATING A PUBLIC BROADCAST NETWORK (PBN)

SCN exists as a regional education broadcaster under the provisions of *The Broadcasting Act* and its Broadcast Network is licensed and regulated by the CRTC. SCN delivers a wide variety of television programming that is distributed to the public through Saskatchewan's cable, wireless, digital and satellite television systems. Programming includes regionally produced material reflecting the rich culture and heritage of our region and programs that directly support Saskatchewan curricula. SCN is the only network mandated to focus specifically on stories that address the issues and concerns of the province's population.

SCN purchases broadcast rights for programming and helps fund the development of projects undertaken by local independent producers. SCN's financial commitment is often the catalyst attracting investment from outside the province, thereby creating economic development within the Saskatchewan film and video industry. Historically, for every dollar SCN contributed to a Saskatchewan production, over nine times the amount is generated in production activity. Since 1991, SCN has invested approximately $9.4 million in Saskatchewan productions and pre-licence projects contributing to an estimated $86 million in economic activity (Source: Aggregate data compiled from commercially confidential actual producer budget submissions to SCN), as highlighted in the chart below.

SCN'S PROJECT EXPENDITURES IN THE FILM AND VIDEO INDUSTRY COMPARED TO AGGREGATE PROJECT VALUE



Many Saskatchewan productions appearing on SCN including such examples as *renegadepress.com, Back to Everest, 13 Seconds...The Kent State Shootings* and *Cosmic Currents* are successful not only in the province, but also successful in national and international marketplaces. These productions have become a new export for the province increasing the economic growth in Saskatchewan. This national and international recognition acknowledges the talent base in Saskatchewan and validates Saskatchewan's ability to produce world-class film and television. The chart below provides details of some recent productions and awards.

SCN ENABLED LOCAL PRODUCER EXAMPLES

Production Title	Company	Synopsis	Achievements
Renegadepress.com	Verite Films	Dramatic youth series about an on-line newspaper and the teens that run it	Gemini Award Five Gemini Nominations Showcase Awards including Best Children/Youth and Best Direction
Back to Everest	Partners in Motion	Dave Rodney's second expedition to the summit of Mount Everest, completed in spring 2001	Golden Sheaf Award Houston International Film Festival Gold Award – Best Documentary
13 Seconds... The Kent State Shootings	Partners in Motion	This documentary revisits the events of 31 years ago leading to the Ohio National Guard opening fire on Kent State students protesting the Vietnam War	Multi-award winner including an Emmy
Cosmic Currents	Kahani Entertainment	Cosmic Currents places a fresh spin on universal questions of ethnicity, home and self	2004 Gemini Award Honourable mention – Columbus International Film and Video Festival NextFest Winner Reel Diversity Winner Showcase Nominee

OPERATING A DISTANCE LEARNING NETWORK

SCN's E-Learning Network (ELN), a closed circuit television satellite network, delivers credit programs for Saskatchewan Learning. SCN uses this infrastructure to distribute video, audio, and other on-line and streaming technologies to provide formal education opportunities to Saskatchewan residents in underserved remote and rural communities.

Over 200 communities have the capacity to receive the televised E-Learning Network classes. These school and regional college locations, with more than 270 classrooms, span the entire province: as far north as Black Lake near the Northwest Territories; south near the Canada/US border in Coronach; and in many communities bordering our neighbouring provinces. Community demands continue for televised distance instruction – over the last four years the number of classrooms equipped to receive the ELN has risen by seven per cent per annum.

Distance learners benefit from this blended technology approach (television, phone/fax, print and Internet) as Saskatchewan Learning utilizes these media to teach courses that are not otherwise available at remote locations. Student demand for televised credit classes on the ELN has increased. In the 2003-04 school year, approximately 3,000 students registered for televised classes. In 2004-05, registrations climbed by approximately eight per cent to 3,230. This increase in demand has necessitated an additional ELN channel to broadcast newly developed televised course offerings such as those from the Correspondence School and Saskatchewan Indian Institute of Technology.

PROVIDING SATELLITE TECHNOLOGY AND INFRASTRUCTURE SERVICES

SCN, through its Technology and Infrastructure Services, provides satellite access and support to enable connectivity and deliver programming in the province. Along with its own networks, SCN also provides satellite distribution services and support for outside agencies such as: the province's CommunityNet through which SCN delivers Internet to schools and government agencies; the Saskatchewan Legislative Assembly, distributing live broadcasts of the Proceedings; and individual private and public sector organizations using the video-conferencing services of the Special Event Network (SEN).

The CommunityNet initiative provides satellite delivered wide area computer networking and Internet access in areas where high-speed connectivity is unavailable by traditional means. SCN receives funding from Saskatchewan Learning and Keewatin Career Development Corporation to support the satellite infrastructure that connects thousands of learners through approximately 150 remote provincial schools, First Nations schools, and small libraries. Communities served include: as far north as Camsell Portage near the Northwest Territories; and south, in North Portal, on the Canada/US border and in many communities along the borders of our neighbouring provinces. These connections are made through SCN's two-way Digital Satellite Network (DSN2) providing the same equitable access as other learners on the Learning Sector portion of CommunityNet.

To achieve the broad array of public purposes, as note above, SCN employs 30.5 full-time equivalent staff (FTE).

Plan at a Glance

As SCN prepares for the 2006-07 year, challenges such as technological upgrades and program standards have been considered. The previous due diligence refining SCN's vision, developing corporate plans and performance measures, has prepared SCN to face these challenges. This 2006-07 Performance Plan continues the strategic direction of previous SCN plans, and addresses the environmental challenges in the year ahead. The plan focuses on SCN's role as a contributor to economic development, distributor of cultural information and education, and facilitator of access to information for Saskatchewan people in remote and rural areas.

Development of this plan has been influenced by input received from a variety of stakeholders. SCN contracts two annual surveys, a public viewer survey and a stakeholder survey, through an external professional service. The viewer survey provides invaluable information about the viewing habits of the general public and audience preferences about the SCN schedule and programming. The stakeholder survey provides SCN with a level of satisfaction of its suppliers and technical clients. The Department of Culture, Youth and Recreation (CYR) recognizes SCN as a leader in commissioning and broadcasting Saskatchewan stories and contributing to the sustainability of the film and video industry in the province. The Saskatchewan Motion Picture Industry Association (SMPIA) and the Saskatchewan Film Producers Association (SFPA) also reaffirm the importance of the purchasing power of the SCN broadcast licence and the developmental role of SCN in "growing" emerging producers and writers. Saskatchewan Learning supports SCN in its key role in the delivery of formal and informal educational opportunities on behalf of the department at both the K-12 and post-secondary levels.

The goals and objectives identified in the following are multi-year in nature. SCN will work towards achieving its objectives and through these will realize our broader long-term goals. For each objective, a number of key actions and performance measures for the 2006-07 fiscal year are identified. SCN will report on actual, compared to planned progress after year-end, and this will be presented in SCN's 2006-07 Annual Report. Future performance plans will continue to evolve always cognizant of the ever-changing environment within which SCN operates.

OUR VISION

As a modern storyteller in the ancient tradition, SCN will be teacher, entertainer and keeper of cultural values.

GOAL 1

Cultural affirmation

OBJECTIVE 1 – *Meet cultural needs of the Saskatchewan television viewing audience*

Performance Measures

- Percentage of viewers as a total of all television viewers who value regional programming
- Percentage of on-air regional programming as a total of all SCN programming

OBJECTIVE 2 – *Meet the public education broadcast needs of the Saskatchewan viewing audience*

Performance Measures

- Percentage of viewers who value public education broadcasting
- Percentage of total Saskatchewan viewers who watch SCN regularly
- Percentage of viewers satisfied with SCN programming
- Hours of program inventory annually maintained and replaced

GOAL 2

Economic opportunity

OBJECTIVE 1 – *Leverage investment in Saskatchewan's film and video industry from national broadcasters, the federal government and other funding agencies through SCN's purchase of a film program's broadcast licence*

Performance Measures

- Percentage of SCN productions involving regional producers as a total of all SCN film and television productions
- Percentage of CTF funding directed to Saskatchewan productions as a total of the CTF funds administered by SCN

OBJECTIVE 2 – *Leverage economic activity in the Saskatchewan film and video industry through increased expenditure on regional programming*

Performance Measures

- Percentage of annual programming budget to acquire regional programming
- Percentage of satisfaction of direct clients with SCN services

GOAL 3

Access to information and educational opportunities

OBJECTIVE 1 *– Increase distance learning and training opportunities*

Performance Measures

- Percentage of users satisfied with technical services
- Service reliability of networks

2006-07 Financial Overview

Provincial investment in SCN to promote cultural affirmation, economic opportunity and increased access to information and educational opportunities is projected at $5.898 million for 2006-07. The provincial investment comprises approximately 75 per cent of SCN's annual budget with other revenue resulting from cost recoverable services, donations and sponsorship.

Approximately 35 per cent of SCN's budget expenditures are infrastructure costs. This infrastructure is utilized to distribute SCN's networks and other technical services. Additionally, approximately three per cent of SCN's expenditures are committed to future year broadcast programs. The future year commitments by SCN are necessary to sustain consistent broadcast signal quality while maintaining an adequate flow of quality broadcast material.

The breakdown of SCN spending is shown below:

2006-07 ESTIMATES	*(in thousands of dollars)*
REVENUES	
Provincial grant – operating	$ 5,568
Provincial grant – capital	330
Data transmission over satellite	1,856
Video transmission over satellite	320
Donations and program sponsorship	110
TOTAL REVENUES	$ 8,184
EXPENSES	
Broadcast Network	$ 4,613
E-Learning Network	1,660
Other technical networks	1,766
Total Expenditures	$ 8,039
Less: Capital acquisitions	(2,283)
Plus: Amortization	2,840
TOTAL EXPENSES	$ 8,596
FTE	30.5

Note: It is SCN's intention to utilize equity reserves to cover the projected deficiency of revenues over expenses for the year.

The provincial investment in SCN in 2006-07 represents an increase of $761,000 from the previous fiscal year. The increase is for additional program inventory to replace funding received from other sources during the 2005-06 fiscal year and to purchase capital equipment for the broadcast network. This additional investment will allow SCN to fill its broadcast day in 2006-07.

Trends and Issues

SCN operates in a dynamic environment and experiences both diverse and unique challenges and opportunities. Strategic planning responds to both the current state of the industry and to longer-term trends and emerging opportunities.

BROADCAST ENVIRONMENT

On August 31, 2006, SCN is required to renew its CRTC broadcast licence under the *Broadcast Act of Canada*. In order to renew this licence for the SCN public broadcast, it will be necessary to demonstrate that at least 50 per cent of the prime time broadcast and 60 per cent overall was designated as Canadian content for the licence term. It will also be necessary to demonstrate that best efforts were made to include closed captioning for the SCN public broadcast and work toward the recommended level of 90 per cent of all broadcast content.

A number of complex technical issues continue to evolve and play a large role in the future direction of the Broadcast Network. These issues include High Definition TV (HDTV), closed captioning (CC) and Described Video Service (DVS). Of these, the largest impact will be the move from Standard to High Definition (or Digital TV, DTV) programming and transmission. The Minister of Canadian Heritage announced in June of 2005 that she is making the implementation of HD broadcasting in Canada a priority issue for the CRTC and requesting the Commission to develop a strategy to speed up the introduction of HD broadcasting in Canada. SCN considers HD implications when making planning decisions as it awaits the results of this strategy. SCN's move will be dictated by a combination of public demand, resources and regulation. Mandated CC levels and the potential for DVS are other issues expected to be addressed during the CRTC licence renewal period in 2006-07.

The number of SCN viewers continues to increase at a time when the viewing audience in Saskatchewan and across Canada is decreasing and despite the increase in the number of available channels. In the 2004 annual SCN viewer survey, 30 per cent of Saskatchewan residents watched SCN often or sometimes compared to 33 per cent in the 2005 survey results. This increase in SCN viewers is associated with the type of regional programming available on SCN.

SCN's strategy is to provide a regional voice within this highly competitive broadcast environment through the acquisition of rights to finished programs and financial participation to enable the development and production of programming. The chart below compares the program schedule of major local broadcast networks.

Broadcast Channel	Percentage (hours) of Regional Program Content for the week of July 3-9, 2005
CBC	1.8% (2.5 hours)
CTV	16.4% (23 hours)
Global	8.9% (15 hours)
SCN	**27.7% (32 hours)**

To arrive at the appropriate programming mix, SCN utilizes a combination of both qualitative and quantitative elements. One of the tools is the annual viewer's survey. This instrument measures the relative success of the existing programming and is also a resource for selecting new content. Anecdotal viewer feedback and research into regional social trends and interests also aid in ensuring that SCN is building an audience and maintaining a strong regional voice. As SCN enters its 15th year on-air, there will be unique opportunities to celebrate this landmark with Saskatchewan communities and reinforce the importance of a provincial public broadcaster.

CANADIAN AND SASKATCHEWAN FILM AND VIDEO PRODUCTION INDUSTRIES

The Canadian and Saskatchewan film and video production industries are in a period of substantive change. Local broadcasters and cable companies in smaller areas are finding it increasingly difficult to sustain operations and support local productions. Several factors have contributed to this including a decrease in private and public sector funding, an increased expense incurred to produce or purchase regionally relevant programming, structural changes to the Canadian Television Fund (CTF) and the emergence of numerous new specialty channels owned by a small number of corporate broadcast groups who have substantial control over program purchases and increased competition for funding. Often, the corporate broadcast groups will not permit the participation of other broadcasters preferring to keep exclusive rights to broadcast. The Canadian Cable Television Association drew special attention to the plight of small distribution systems and noted that "geographic remoteness, small customer bases, smaller cable network capacities, the cost of capital, financing difficulties and competition with legal and illegal satellite services all hurt local programming." (Meeting of the Standing Committee on Canadian Heritage, 14 March 2002)

The film industry is a green and youth friendly industry, and SCN's strategy to allocate funding to regional programs will benefit Saskatchewan producers and aid in sustaining local operations and in creating new career opportunities. This strategy not only enables the film and video industry but also responds to the demand in the public survey, which indicates 89 per cent of Saskatchewan television viewers want stories for, by and about Saskatchewan. SCN has entered into numerous partnerships within Saskatchewan's film and television community to ensure a consistent supply of programs produced for and about Saskatchewan. SCN is also responding to public demand for more regional content by seeking strategic alliances with new partners such as SGI and the Office of the Treaty Commissioner.

TECHNOLOGICAL ENVIRONMENT

The technological environment is creating new possibilities for local communication initiatives. At the same time, those who lack communication tools, such as high-speed Internet, are restricted from full participation in what has become known as the 'digital divide.' With the rapid advancements and convergence in technology, key issues for Saskatchewan are the ability to maintain capacity for research and development into new and innovative approaches and to decrease the digital divide. New developments and increased capacity may provide expanded opportunities; however, upgrading technologies to keep pace with new expectations such as High Definition broadcast presents formidable challenges.

Equitable access to information and training opportunities is critical tc creating a competitive workforce, a necessity for provincial sustainability within the global economy. With the widely dispersed population of Saskatchewan, the government's role in supporting distance learning as an essential training tool is vital. Further evaluation of emerging technologies continues to be conducted in order to address the challenges of creating efficiencies on all networks.

DISTANCE LEARNING ENVIRONMENT

Despite the rapid expansion of the Internet over the last five to eight years, the development of on-line learning programs and the declining rural population, there has been increased demand for televised distance learning. Pent up demand for televised distance learning has resulted in increased enrollment, and an increase in the number of provincial classrooms equipped to receive satellite delivery of televised learning. Educational institutions and Saskatchewan Learning indicate there will be a continued need for live televised distance learning and they depend on the existing delivery model. The universities, SIAST and the Correspondence School are using live televised classes either as the primary mode of delivery, or to enhance the on-line environment and experience as part of a blended learning model.

In many cases the use of television is credited with providing the introduction to distance learning and is ideally suited as familiar, entry level, non-complex technology. Organizations using televised distance learning for the first time, such as the Saskatchewan Indian Institute of Technology (SIIT) in the delivery of addictions counseling courses, have found the medium to be highly successful in obtaining higher participation and retention rates.

SCN's televised learning component continues to be a critical method of delivery in response to the blended learning approach, but the technology is nearing the end of its life cycle. Capital renewal is a challenge SCN will examine in 2006 in partnership with Saskatchewan Learning and Saskatchewan Advanced Education and Employment.

SCN's satellite networks are used to facilitate distance workshops and conferences and to obtain data remotely. Creating further strategic alliances with interested government departments, community organizations and agencies that have an educational mandate and need to communicate within this diverse region, could increase the use of SCN's networks and allow educators to reach audiences with programming in a cost-effective manner. Other government departments and agencies disseminate information utilizing SCN's networks. Distance training and conference opportunities can be distributed via SCN's Special Event Network. SCN currently provides distribution of the Proceedings of the Legislature on behalf of the Legislative Assembly of Saskatchewan.

Goals, Objectives, Actions and Measures

This section provides the detailed 2006-07 Performance Plan for SCN and outlines the rationale guiding the plan. Goals, objectives, and actions are identified to support advancement towards SCN's vision as the modern storyteller in the ancient tradition – SCN will be teacher, entertainer and keeper of cultural values.

Under each goal, a number of objectives have been established to support progress towards the broader goal statement. For each objective, key actions have been identified. They are the means for making progress toward the objectives and thereby the larger goal. To assess progress, performance measures have been developed.

A number of external factors impact SCN's key programs; some key cost drivers and related financial assumptions that will impact the 2006-07 plan are outlined below:

- Saskatchewan's film and video industry will continue to be active, building on the expansion of employment and production opportunities that have occurred over the past years. This will allow SCN to continue meeting the public viewers' demand for regional broadcast programming.
- The funding supplied through the Canadian Television Fund, a major federal broadcast funding program, will remain constant in the 2006-07 planning year. SCN will optimize this funding to ensure the Saskatchewan production community receives 90 per cent or more of the money available.
- Saskatchewan Learning and Advanced Education and Employment will utilize the ELN for the 2006-07 school year to support distance learning to a minimum of 3,000 students.
- Technical infrastructure operating costs consume 35 per cent of SCN's annual budget. Careful business case analysis is undertaken to ensure the best possible rates are obtained.

Events during the normal course of the business year may trigger re-allocations within SCN's budget with implications for the activities and intended outcomes to which those funds were originally allocated.

SCN's strategic plan is oriented around seven guiding principles embodied in our corporate culture:

- Integrity – treating people honestly, fairly and with respect
- Creativity and innovation – nurturing creativity, risk-taking and innovation
- Accountability – for our actions and the management of our resources
- Equity – equitable access to lifelong learning and employment opportunities
- Communication – open, honest discussion, sharing information and teamwork
- Collaboration – working collaboratively, both internally and externally
- Excellence – the pursuit of excellence in all we do

GOAL 1

Cultural affirmation

SCN communicates with the region profiling the culture, history, places and people of the province through the business of broadcasting. Therefore, SCN is unique as it strives to provide a Saskatchewan voice or a Saskatchewan viewpoint. SCN conducts an annual public survey, through an external vendor, that provides invaluable information about the viewing habits of the general public and audience preferences about the SCN schedule and programming. In the October 2005 survey, 82 per cent of the respondents felt public broadcasting was important. Saskatchewan viewers want to turn to a television channel that reflects their environment while being educational. Other local broadcasters operating within the province offer limited local programming. As a result, SCN's focus is to capitalize on this niche market.

***OBJECTIVE 1** – Meet cultural needs of the Saskatchewan television viewing audience*

Critical to SCN's mandate as a "public education broadcaster," and attested to through viewer surveys, there is a public demand for stories that are "for, by and about Saskatchewan." As a public broadcaster, SCN continually looks for ways to increase the viewing audience. The viewer survey results over the past four surveys reveal a positive growth in the frequency that SCN is watched by its audience, from 25 per cent to 33 per cent. This is due in part to the relevance of the programming broadcast. To ensure relevant regional programs are available, SCN works with many stakeholders including local producers, Saskatchewan Film and Video Development Corporation (SaskFilm), Saskatchewan Film Producers Association, Saskatchewan Motion Picture Industry Association, local producers, the Department of Culture, Youth and Recreation, and the Department of Learning.

Key Actions for 2006-07

- Develop regional programming to meet viewer interests through a call for proposals from Saskatchewan film producers.
- Develop programming that represents topical interests of viewers, including substance abuse, literacy and Aboriginal programming as expressed in the Annual Saskatchewan Television Viewer Survey.
- Develop advertising and marketing strategies that profile new regional programming and the 15th Year Anniversary of SCN.

What are we measuring?	Where are we starting from?
Percentage of viewers as a total of all television viewers who value regional programming	Approximately 89% of the adult population of Saskatchewan*
Percentage of on-air regional programming as a total of all SCN programming	Approximately 28% of SCN's broadcast schedule week of July 3, 2005

* *With a proportionately distributed province-wide sample of 1,002 people, the consulting firm can say with a 95% level of certainty that the overall results of the survey are within ± 3.1% of what they would be if the entire adult population of the province were polled in November 2005.*

OBJECTIVE 2 *– Meet the public education broadcast needs of the Saskatchewan viewing audience*

Key Actions for 2006-07

- Provide a unique blend of regional, national and international educational, informational, and cultural programming that will meet specific Saskatchewan viewer needs as expressed in SCN's Annual Saskatchewan Television Viewers Survey.
- Meet the demand from Saskatchewan Learning and educators for curriculum-related programming to fill two hours of broadcast each school day.
- Maintain sufficient inventory levels and level of quality to ensure the annual program schedule meets or exceeds industry standards.
- Meet industry standards for television viewing quality by obtaining and maintaining television technology and carriage service that is capable of serving viewers.

What are we measuring?	Where are we starting from?
Percentage of viewers who value public education broadcasting	Approximately 87% of the adult population of Saskatchewan*
Percentage of total Saskatchewan viewers who watch SCN regularly	Approximately 33% of the adult population of Saskatchewan*
Percentage of viewers satisfied with SCN programming	Approximately 81% of the adult population of Saskatchewan*
Hours of program inventory annually maintained and replaced	Approximately 490 hours based on 2004-05 financial results

* *With a proportionately distributed province-wide sample of 1,002 people, the consulting firm can say with a 95% level of certainty that the overall results of the survey are within ± 3.1% of what they would be if the entire adult population of the province were polled in November 2005.*

GOAL 2

Economic opportunity

SCN supports the Saskatchewan film and video industry by purchasing broadcast rights for existing programs and funding future programs, and creates economic opportunity. In particular, the SCN licence supports small to mid-sized producers who find it difficult to otherwise acquire a licence.

This broadcast licence is a valuable mechanism that enables the producer to trigger other industry investment. Other financial partners encouraged to participate include SaskFilm, the Canadian Television Fund (CTF) and other regional and national broadcasters.

OBJECTIVE 1 – *Leverage investment in Saskatchewan's film and video industry from national broadcasters, the federal government and other funding agencies through SCN's purchase of a film program's broadcast licence*

SCN purchases broadcast rights for programming and funds development projects with local independent producers. SCN's financial commitment is often the catalyst for investment from outside the province. Historically, for every dollar SCN contributed to a Saskatchewan production over nine times the amount is generated in production activity. Since 1991, SCN has invested approximately $9.4 million in Saskatchewan productions and pre-licence projects contributing to an estimated $86 million in economic activity. SCN expenditures on Saskatchewan film production provide a broadcast licence to regional producers that "triggers" further funding from national broadcasters, like CBC or Bravo, and allows incremental investment from the CTF.

Key Actions for 2006-07

- Develop film and television projects through regional producers.
- Leverage funding from outside Saskatchewan to participate in local film and video projects.

What are we measuring?	Where are we starting from?
Percentage of SCN productions involving regional producers as a total of all SCN film and television productions	Approximately 74% of actual production commitments in 2004-05
Percentage of CTF funding directed to Saskatchewan productions as a total of the CTF funds administered by SCN	Approximately 73% of the 2005-06 CTF commitment

OBJECTIVE 2 *– Leverage economic activity in the Saskatchewan film and video industry through increased expenditure on regional programming*

The Department of Culture, Youth and Recreation (CYR) has indicated that SCN is a primary mechanism by which emerging filmmakers break into the broadcast industry. SCN's funding generates jobs, develops opportunities for professional development, as local producers and technicians are able to work on more sophisticated projects, and creates economic activity as most services are acquired from local contractors. The Saskatchewan Motion Picture Industry Association and the Saskatchewan Film Producers Association encourage SCN to work with emerging and mid-level producers to develop regional programming.

CYR recognizes that SCN is important to the development of cultural programming that helps CYR to meet its key goals and objectives in achieving cultural awareness and understanding in Saskatchewan. Spending on regional programs was 34 per cent of the total program budget in 2001-02 and 44 per cent in 2002-03. In 2003-04, SCN renewed its commitment to regional programming and increased its overall spending in this area to 57 per cent of SCN's total programming budget. Current projections for regional programs acquired in 2005-06 account for approximately 70 per cent of the program budget. (Source: Aggregate data compiled from actual audited SCN expenditures).

Key actions for 2006-07

- Procure programming from the regional film and video industry through the SCN broadcast licence.
- Maintain current levels of regional series programming and increase production quality of regional television series.
- Maintain developmental services to the regional film industry, including working closely with the Saskatchewan Motion Picture Industry Association, the Saskatchewan Film Producers Association, Saskatchewan Culture Youth and Recreation, and SaskFilm.

What are we measuring?	Where are we starting from?
Percentage of annual programming budget to acquire regional programming	Approximately 56% of SCN's broadcast 2004-05 program spending
Percentage of satisfaction of direct clients with SCN services	Approximately 91% surveyed respondents*

* *The survey, conducted by an external party in December 2005, provides primary research about SCN client opinions.*

GOAL 3

Access to information and educational opportunities

SCN connects the remote and rural communities that require satellite technology to distribute educational and cultural programming. Equitable access to information and training opportunities is critical to creating a competitive workforce, a necessity for provincial sustainability within the global economy.

***OBJECTIVE 1** – Increase distance learning and training opportunities*

With the widely dispersed population of Saskatchewan, distance learning is an essential tool. SCN Technology and Infrastructure Services provide infrastructure and support to the corporation's networks and others to enable connectivity and deliver programming in the province. SCN works with Saskatchewan Learning and equipment and service providers to continually identify opportunities to make its services more effective, efficient and reliable. With the rapid advancements and convergence in technology, key issues for Saskatchewan are the ability to maintain capacity for research and development into new and innovative approaches and to decrease the digital divide.

Key actions for 2006-07

- Maintain and assess needs of learners in remote communities in partnership with Saskatchewan Learning.
- Respond to community needs by providing satellite-based infrastructure for carrying learner programming (ELN).
- Meet the needs of Saskatchewan clients by providing Internet over satellite (DSN2).
- Respond to the needs of clients for public forums and training by providing satellite-based infrastructure for signal carriage (SEN).

What are we measuring?	Where are we starting from?
Percentage of users satisfied with technical services	100% of respondents*
Service reliability of networks	Approximately 99% availability of scheduled network hours

* *The survey, conducted by an external party in December 2005, provides primary research about SCN client opinions.*

For More Information

Those seeking additional information or wishing to comment on SCN's plan may consult the SCN website located at www.scn.ca. This site includes:

- detailed program information;
- program schedules;
- satellite distribution diagram;
- location maps; and
- several interactive features.

Additional information may also be obtained by writing:
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Regina, Saskatchewan S4P 0A5

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